Tactic #3: Hyper-topical posts (part 1)

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing a hyper-topical post

- Hyper-topical content is content that covers something that's relevant in the world right now (current events)
- #1 Write about a current event in your industry
- #2 Write about any current event that's trending online
- Hyper-topical content is sometimes referred to as newsjacking, because you're trying to get attention by using the news
- **The ultimate goal is to connect that specific event to your company, your product, or your customers**

Benefits of writing hyper-topical content:

- #1 It makes you look current and it's a good chance to show off your personality
- #2 The Google algorithm looks for fresh content (meaning the age of the page, the search volume of the topic, and the amount of traffic and engagement that your content is getting)
- #3 The post can be perceived as being more relevant than older posts (it's not always true but that's what people assume)

Disadvantages of hyper-topical content:

- #1 The traffic will decrease rapidly once the event is not relevant anymore
- #2 When you get an idea for a hyper-topical post, you need to act fast
- #3 You have to constantly pay attention to your industry and what's happening in the world

- Don't use hyper-topical content all the time, you're not a newspaper

- Tips for staying up to date with events:
  - subscribe to different websites' newsletters
  - set up Google Alerts for the keywords you're interested in
  - follow relevant social media accounts
  - check out the latest discussions on Reddit or Twitter groups
  - check out Google Trends and see what people are searching for right now